

## *Agenda*

### Online Service Process and Innovation Sprint

#### Monday, September 26, 2022

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|--------------------------|---|
| <b>10:00 AM-10:10 AM</b> | <b>Overview Introduction</b><br>John Dietrich, MBA<br>W. P. Carey School of Business  |
| <b>10:10 AM-10:55 AM</b> | <b>Designing Service Excellence and Closing the Gaps</b><br>John Dietrich, MBA<br>W. P. Carey School of Business  |
| <b>10:55 AM-11:15 AM</b> | <b>Networking</b>   |
| <b>11:15 AM-12:00 PM</b> | <b>The Customer Journey for Service Innovation</b><br>Lance Bettencourt, Ph.D.<br>Associate Professor of Professional Practice,<br>Texas Christian University |
| <b>12:00 PM-12:15 PM</b> | <b>Closing of day</b>   |

#### Tuesday, September 27, 2022

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| <b>10:00 AM-10:10 AM</b> | <b>Opening</b>   |
| <b>10:10 AM-10:55 AM</b> | <b>Designing the Service Experience with Service Blueprinting</b><br>Felicia Morgan, Ph.D.<br>University of West Florida |
| <b>10:55 AM-11:15 AM</b> | <b>Networking</b>  |
| <b>11:15 AM-12:00 PM</b> | <b>Designing the Service Experience with Service Blueprinting</b><br>Felicia Morgan, Ph.D.<br>University of West Florida |
| <b>12:00 PM-12:15 PM</b> | <b>Closing of day</b>  |

#### Wednesday, September 28, 2022

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|--------------------------|---|
| <b>10:00 AM-10:10 AM</b> | <b>Opening</b>  |
| <b>10:10 AM-10:55 AM</b> | <b>Voice of the Customer</b><br>Sterling Bone, Ph.D.<br>Jon M. Huntsman School of Business<br>Utah State University |
| <b>10:55 AM-11:15 AM</b> | <b>Networking</b>   |

**11:15 AM-12:00 PM** Thinking Differently by Design  
Clay Voorhees, Ph.D.  
University of Alabama

**12:00 PM-12:15 PM** Closing of day

### Thursday, September 29, 2022

**10:00 AM-10:10 AM** Opening

**10:10 AM-10:55 AM** Tool Box 1 - Service Triangle, Culture, Standards  
Felicia Morgan, Ph.D.  
University of West Florida

**10:55 AM-11:15 AM** Networking

**11:15 AM-12:00 PM** Tool Box 2 - Analytical  
Thomas Hollmann, Ph.D.  
Center for Services Leadership  
W. P. Carey School of Business

**12:00 PM-12:15 PM** Closing of day

### Friday, September 30, 2022

**10:00 AM-10:10 AM** Opening

**10:10 AM-10:55 AM** Change Management  
Douglas Olsen, Ph.D.  
W. P. Carey School of Business

**10:55 AM-11:15 AM** Networking

**11:15 AM-12:00 PM** Leadership in a Virtual World and Beyond  
Suzanne Peterson, Ph.D.  
Thunderbird School of Global Management

**12:00 PM-12:15 PM** Closing of day